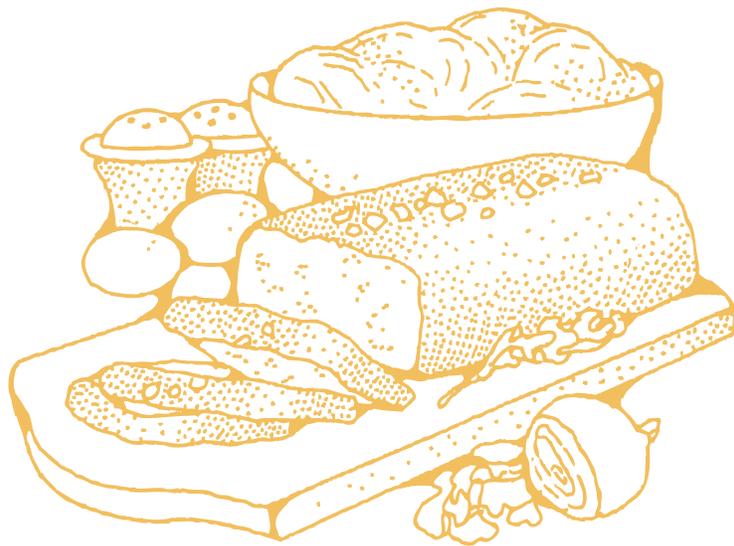


# Harvest Hands

BAKERY



**2025 PR  
MEDIA KIT**

# BACKGROUND

## History

Harvest Hands is a bakery located in Clarkston, Georgia that opened in February 2025 by Lauren Jones and provides job training and personal development for resettled refugees. Every baked good sold goes towards providing salaries to refugees, helping them build a new life here in America.

## Mission

Harvest Hands' mission is to use baked goods as a means for job training and personal development for resettled refugees.

## Vision

Harvest Hands' vision is to create a world that loves every child of the King and cares for the sojourners residing among us. Time and time again the Bible teaches the importance of loving your neighbor, and caring for foreigners, because the Lord loved us, and cared for the Israelites when they were foreigners in Egypt (Bible Verses about Refugees | World Vision UK, n.d.).

## Values

Harvest Hands operates under the five core values of generosity, justice, humility, dependability, and being relational.

## Services

Harvest Hands operates as a bakery, so the products that it sells are baked goods. These include different types of bread, such as sourdough, monkey bread, and banana bread. Harvest Hands also sells cupcakes, cakes, and various pastries. All in all, these baked goods are a means to providing quality life for resettled refugees.

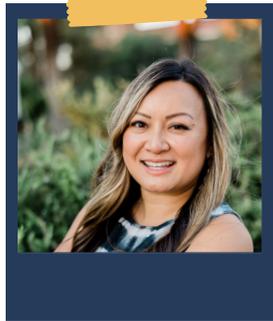
# THE TEAM



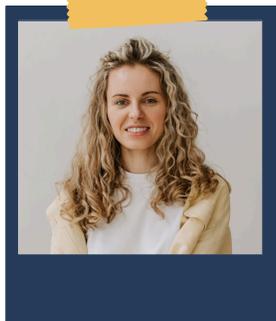
**Lauren Jones**  
CEO



**Tobias Greer**  
COO



**Elena Flores**  
Store Manager



**Joy Whitaker**  
Customer Experience Coordinator



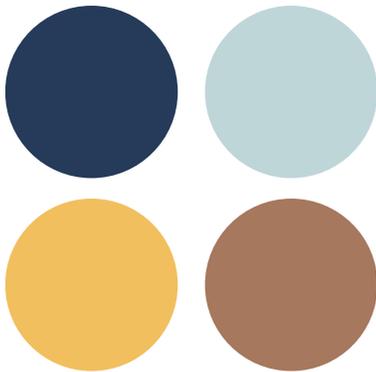
**Anna Amason**  
Communication Manager

# BRANDING GUIDE



PRIMARY LOGO

## COLOR PALETTE



SECONDARY LOGO

## TYPOGRAPHY

*Moontime*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz*

**Garamond**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxyz*





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FOR IMMEDIATE RELEASE

### **Bakery Benefitting Refugees Opening in Clarkston**

CLARKSTON, GA, Feb. 2, 2025 – Harvest Hands, a bakery employing resettled refugees, is hosting their grand opening on Feb. 14, 2025. Harvest Hands is located in Clarkston, GA at 3567 Peachtree Haven Road. They are inviting the community to stop by throughout the day to celebrate their opening, and guests will receive a free slice of strawberry shortcake with purchase. All proceeds help pay resettled refugees' salaries.

"Harvest Hands is doing wonderful things for our community by providing jobs for resettled refugees and giving them a chance at a second life. I urge you to support this bakery because in doing so you are taking part in bettering our city," said Beverly H. Burks, mayor of Clarkston, GA.

Clarkston is home to many immigrants and refugees and is often referred to as the "Ellis Island of the South." Over half of the residents are foreign born, hailing from six continents and over 50 countries (*History | City of Clarkston, GA*, n.d.). Harvest Hands provides job training and personal development to refugees, setting them up to find quality employment in the future.

"I owe everything to Harvest Hands. They gave me a job and are equipping me to create a new life for my family here in America," said Than Zaw, a refugee from Myanmar.

At Harvest Hands, we work to provide job training and personal development to resettled refugees. We believe this is a greater calling, motivated by Deuteronomy 10:18, which reads, "He executes justice for the fatherless and the widow, and loves the sojourner, giving him food and clothing" (*English Standard Version Bible*, 2001). With every baked good sold, we are able to provide salaries for our employees, giving them a chance at a second life.

To learn more visit [www.harvesthands.co](http://www.harvesthands.co)

###

If you would like more information, please contact Anna Amason at 404-367-9042 or email at hello@harvesthands.co.

## References

*History | City of Clarkston, GA.* (n.d.). [Www.clarkstonga.gov. https://www.clarkstonga.gov/about-clarkston/history](https://www.clarkstonga.gov/about-clarkston/history)

*English Standard Version Bible.* (2001). [ESV Online. https://esv.literalword.com/](https://esv.literalword.com/)



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FOR IMMEDIATE RELEASE

### **Contaminated Flour Causes Harvest Hands to Search for New Supplier**

CLARKSTON, GA, March 9, 2025 – Late in the evening of March 8, 2025, Harvest Hands, a nonprofit bakery employing resettled refugees, received calls from seven customers about cases of food poisoning. Upon further investigation, it was discovered that the shipment of flour that they received from their supplier, Pure Harvest, on March 7, 2025, had been contaminated. Customers who consumed baked goods on March 8 may be affected.

If you have consumed any baked goods that have been contaminated and you are dealing with food poisoning, Harvest Hands is encouraging you to reach out to them at 404-367-9042 or via email at [hello@harvesthands.co](mailto:hello@harvesthands.co) to ensure compensation.

"We are working tirelessly at Harvest Hands to address this issue and ensure that it never happens again. Our sincerest apologies go out to any customers who may have been affected by this problem. Please know that the situation has been addressed and our food is safe to eat," said Lauren Jones, CEO of Harvest Hands.

After the incident Harvest Hands promptly dropped Pure Harvest as their supplier and is now looking for a new supplier. For the time being they have purchased flour at the local grocery store. All machinery and equipment have been thoroughly sanitized to ensure that the issue is contained and all flour from Pure Harvest has been discarded. Harvest Hands' leadership insists that their food is now safe to consume.

At Harvest Hands, we work to provide job training and personal development to resettled refugees and have helped over thirty refugees build a new life for themselves. We believe this is a greater calling, motivated by Deuteronomy 10:18, which reads, "He executes justice for the fatherless and the widow, and loves the sojourner, giving him food and clothing" (*English Standard Version Bible*, 2001). With every baked good sold, we are able to provide salaries for our employees, giving them a chance at a second life.

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## References

*English Standard Version Bible*. (2001). ESV Online. <https://esv.literalword.com/>

# TESTIMONIALS

## BEVERLY H. BURKS

“Harvest Hands is doing wonderful things for our community by providing jobs for resettled refugees and giving them a chance at a second life. Their baked goods are delicious and their employees are so excited to serve you with a smile on their face. I urge you to support Harvest Hands because in doing so you are taking part in bettering our city!”



## THAN ZAW

“When I left my country, Myanmar, I thought my life was over, but then I met Lauren Jones and the rest of the Harvest Hands team and they took me in. I owe everything to Harvest Hands. They gave me a job and are equipping me to create a new life for my family here in America.”

## AMINA YUSUF

“Because of the civil war and famine in Somalia, my family had to come to America. We arrived with nothing and were fearful that life would not be better for us here. When I got connected with Harvest Hands they gave me a new hope! Now I believe that I can earn enough to put food on the table and we can live a happy life!”



# STORYTELLING CONTENT



# CONTACT INFORMATION

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